

Share Your Problems With Us

We're stepping lively these days to keep supplied with the building materials our customers need.

Our experience gives us knowledge of sources of supply and we are keeping on top of the situation so we may offer our trade the best in quality and price that the market affords.

Little Rock Coal Co.

Telephone 246

Alma, Mich.

CEMENT BLOCKS

AT

Berman's Block Factory

Phone 197-2 Rings

E. B. BERMAN IRON & METAL COMPANY

Where Gasoline Prices Stand

OIL products have advanced in price more slowly than any other products. The U. S. Department of Labor, in a comparative statement of price advances between January 1913, and December 1919, says:

(In the following table 100 is taken as the normal base for 1913)

	Jan. 1913	Dec. 1919	Percentage of Increase
Clothe and Clothing	100	335	235 %
House Furnishings	100	303	203 %
Labor and building material	100	253	153 %
Farm produce	97	244	151.5 %
Food	99	234	135.3 %
Chemicals	101	179	77.2 %
Fuel and lighting	103	181	75.7 %
Metals and metal products	107	169	58 %

(Monthly Labor Review, Vol. 3, No. 3)

On January 1, 1913, the Standard Oil Company (Indiana) was paying \$1.44 per barrel for crude delivered at the refinery at Whiting, Ind., and was selling gasoline for 14¢ per gallon.

On December 31, 1919, the price of crude had advanced to \$3.51 per barrel, f. o. b. Whiting, and the selling price of gasoline to 21¢ per gallon.

In other words this Company is paying two and one-half times as much for crude oil as it was in 1913, but because of its more efficient refining methods it is able to sell gasoline to you for less than one-half more than was charged at that time.

(Continuing the table.)

Crude Petroleum	100	240	140 %
Red Crown Gasoline	100	144.8	44.8 %

It will be seen from the above tables that gasoline stands at the end of the list as regards price increase, and that crude petroleum stands sixth from the end, showing how effectively refining efficiency has operated in behalf of the motorist.

Every cost entering into the making of gasoline has risen immensely. The cost of crude, the cost of refining, and the cost of marketing are all greater than ever before.

The Standard Oil Company (Indiana) by superior efficiency in every process of refining and distributing has contributed in no small degree to hold the price of gasoline down to its present level. Every man in the manufacturing end of the Standard Oil Company (Indiana) is keenly alive to the pressing necessity for an increased output of gasoline at a minimum manufacturing cost.

The ideal toward which the Standard Oil Company (Indiana) is striving, is to put Red Crown, a gasoline of known, standard quality, within the reach of motorists everywhere in the Middle West, at a price so low as to make possible the free use of that 25 percent increase in automotive vehicles which is anticipated for 1920.

Standard Oil Company
(Indiana)
910 So. Michigan Ave., Chicago

THE AMERICAN LEGION

Copy for This Department Supplied by National Headquarters of the American Legion

HE ANSWERS THE LETTERS

H. E. Ludloff is Placed in Charge of Department to Handle American Legion Correspondence.

In view of the many inquiries received at national headquarters of the American Legion, and the many letters received from posts and members regarding questions of policy, it was found necessary to organize a department to handle the correspondence. H. E. Ludloff, formerly of Baltimore, was placed in charge of this work.



Mr. Ludloff, prior to the war, was with the Maryland Casualty Co. of Baltimore for twelve years, leaving the position of office manager to enter the service. He was originally with the Seventy-ninth division, but was detached for service with the War Risk section, where he did special work, first under Willard O. Straight, and later under Col. Henry D. Lindsay, who later became first commander of the legion. Col. Lindsay was instrumental in getting Mr. Ludloff to assist in the work of the American Legion when in its formative state.

Mr. Ludloff was born in Baltimore September 10, 1889, and received his education there. He worked up from the position of office boy to the position of business manager with the Maryland Casualty company during his twelve years' connection with the firm. He was a regimental sergeant major in the service.

SHOULD GET ONE MEMBER

Activity on Part of Service Men During the Drive Will Bring Number to 2,500,000.

"If every member of the American Legion gets one new member during or before the drive of May 17 to 22, the legion will have more than two and a half million bona fide, paid-up members," said National Commander Franklin D'Olier, commenting on the coming campaign.

"This campaign is to be the work of the rank and file—of every man in the legion," Mr. D'Olier continued. "We have assurances now that every post and every man is enthusiastic for the success of this work. The legion felt it didn't have all the members it should have. It has not had time to go after them before. But it has the time now and it has put it up to every member to work. They are responding with wonderful spirit."

"It is easy to believe that an average of one new member will be obtained by every old member. I do not want to get too enthusiastic and optimistic over this campaign, but I believe a few more weeks will see the legion with more than a majority of all former service men enrolled."

National headquarters of the legion has sent out a working plan to every post, so that uniformity of effort will be obtained in the drive. Every department has been assigned its quota of new members and the departments have parceled these out to posts. If a post gets all of its quota, it ranks 100 per cent efficient. Departments also will be graded in efficiency by national headquarters. First and second prizes will be awarded departments by national headquarters and many departments will award prizes to posts within their jurisdiction.

"Exclusiveness" in the Legion. National Commander Franklin D'Olier of the American Legion, speaking at the City club in Philadelphia recently, coined a phrase which promises to be one of the strong pulling slogans of the American Legion membership drive May 17-22. "Only about one American in twenty," said he, "is privileged to join the American Legion. A man isn't just one in a million when he joins the legion. He is one in twenty."

It Pays to Be Good.

It is cheaper to be a good American than a bad one. Lemuel Bolles, national adjutant of the American Legion, who is directing the membership drive to be held the week of May 17-22, points out that for \$3 a year a man can belong to the American Legion, while it costs \$6 to belong to the I. W. W., not including fines. The I. W. W. member, however, is at little expense to himself while in jail.

School Children Are Helping. School children are expected to prove able workers in the American Legion membership drive May 17-22. Already the youngsters are "riding" the boys at home who are eligible and asking them why they are not in the legion. They have to think hard to tell why they are not.

Only Thing He Could Do.

Mother wanted to go to the store, so she told Jack to take care of Ramona, the cat, and not let her out of his sight. When mother returned, she found Ramona tied to the fernery with a rope around her neck. Mother asked Jack why he did this and he said: "Well, mother, that is the only way I could keep Ramona in my sight."

Get your seats now for the Strand vaudeville Tuesday and Wednesday.—adv.

SUMNER

Melvin McClenathan went to Alma Monday, where he has secured employment in the truck factory.

Henry Clark of Alma called on friends here Monday.

George McMullin of Ithaca and C. L. Boothe of Alma were here on business Tuesday.

Dr. Graham of Alma was here on professional business Wednesday.

James Ballard of Riverdale was here on business Thursday.

The L. O. T. M. ladies of Frances Hive attended the county convention at North Star Thursday.

Mr. Sessions of Sheridan was a guest of Iret Ferris the latter part of last week.

Mrs. William Phillips is spending the week in Alma with her daughter, Mrs. Clifford Gee.

Mr. and Mrs. F. J. Tucker of Alma were here on business Thursday.

Ed Reese of Cleveland, is visiting at the home of Henry Kirkder this week.

P. J. Stevens was in Butternut the latter part of last week on business.

Mrs. Sam Cleverdon and Mrs. Tracy Stoffs were in Ithaca Friday shopping.

Mrs. Fullerton of Ithaca is visiting with her parents, Mr. and Mrs. H. A. Clow.

Howard Phillips spent Sunday in Ionia.

A. E. Fowler and wife are enjoying a fishing trip in the northern part of the state.

Mrs. Ralph Holcomb returned from her visit with her sister at Coe.

Mr. and Mrs. M. E. Sanford of Cedar Springs visited with Mr. and Mrs. L. P. Tucker Saturday.

Mr. and Mrs. John Ferris entertained Mrs. Harry Graham and son, Gerald of Maple Rapids, Vere Ferris and wife and son, Olen of Alma Sunday.

Lafayette Freese of Belding spent the week end with relatives here.

T. H. McGinn and I. F. Tucker visited in Ithaca with friends here Saturday.

Mr. and Mrs. Dan White and mother, Mrs. H. Carpenter of Greenville, visited with Mrs. L. C. Woodard Saturday.

William Hicks and family of Alma came here Sunday to visit with other members of the family.

Mr. and Mrs. Allen Stafford of Alma visited here Sunday.

Mr. and Mrs. Verne Johnson of Ferris visited with their aunt, Mrs. Tucker, Sunday.

Fred Hall has returned to his home in Kendallville, Indiana, after a two weeks' visit here with Arthur Forquer and wife.

Coming—The Best Serial of the year, "Lightning Bryce." Watch for it.—adv.

NO MORE RATS

or mice, after you use RAT-SNAP. It's a sure rodent killer. Try a Pkg. and prove it. Rats killed with RAT-SNAP leave no smell. Cats or dogs won't touch it. Guaranteed. 25¢ size (1 cake) enough for Pantry, Kitchen or Cellar. 50¢ size (2 cakes) for Chicken House, coops, or small buildings. \$1.00 size (5 cakes) enough for all farm and out-buildings, storage buildings, or factory buildings. Sold and guaranteed by E. C. Clapp, and C. Murphy. 47-4w

J. P. LOSEY



Registered Optometrist

Four eyes carefully tested and fitted

119 SUPERIOR ST. ALMA, MICH.

H. M. Page and W. F. Markham

Real Estate, Farms and City Property

Rooms 7-9, Opera House Block ALMA, MICH.

New six room house on Eastward, \$2500.00, \$400.00 down balance monthly payments.

A small place on Grove, \$1200.00, \$100.00 down, balance like rent.

A fine 10-bottle soda fountain at one half value, used but a few months.

Strictly modern 6-room home on Wright avenue at a bargain. Can use an auto on this one.

A good stock of general merchandise to trade for a farm.

A small home on Windsor avenue, can sell this one at \$700.00 with \$200.00 down, balance monthly.

A fine large stock of general merchandise bought at old prices to sell at invoice. Might take farm for part of this one.

Several good farms at cheap prices.

We would like to list a few more farms as we expect some customers from Illinois soon.

Page & Markham

FURNITURE and UNDERTAKING

Come in and see our lovely new Summer Furniture



Mrs. Homelover:

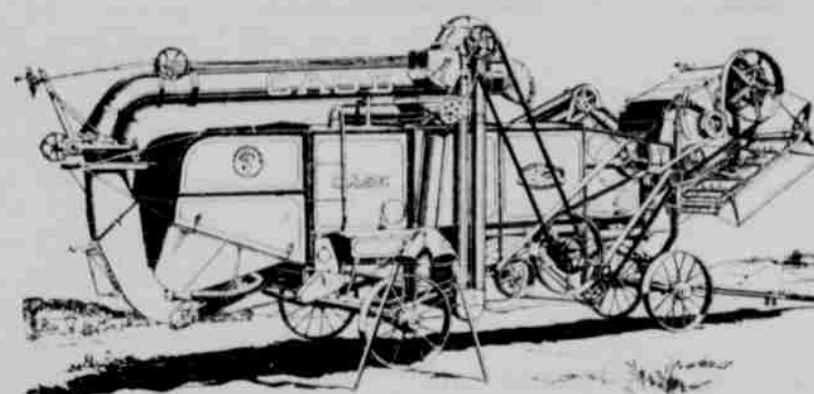
For hot, sultry Summer have our cool furniture so that you may rest comfortably.

We have lots of things that will ornament your house or your porch, and give you ease and comfort.

Our Summer furniture is strongly built and when Summer is gone it can be used inside the house the rest of the year.

We give you STYLE and VALUE.

Crandell & Scott



FARMERS ATTENTION

Are you figuring on a

Threshing Outfit

If so, we can fit you out



We have the J. I. Case agency

J. M. MONTIGEL & SON

General Hardware and Implements

Advertise Your Auction Sales in The Record

Dates Made at This office for all Auctioneers